

Building a ‘Social Media CV’ to enhance student employability and best practice

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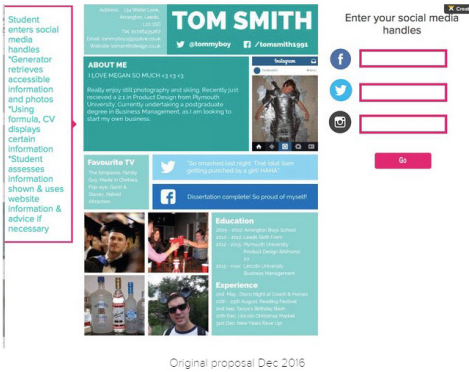
Outline

- 1. Background
- 2. Why a CV?
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Background

Graduate Intern Project: Devise a campaign to promote responsible use & enhance the digital capabilities of students using social media



Original proposal Dec 2016

Development began in-house June 2016

Steered with input of Careers, SU, Student Services, ICT and Library

Soft launched October 2017



Why?

Is Online Invisibility a Good Thing?

Sixty percent of employers use social networking sites to research job candidates (in 2016)

More than a quarter of employers have found content online that has caused them to reprimand or fire an employee

Source: [CareerBuilder](#)

Targeted at enhancing student employability and develop a positive social media profile

More than just promoting security and privacy

AM I HIRED? encourages users to reflect on what is available and promotes positive choices.



Challenges

Privacy

Identifying publicly available personal data?

Social Media API restrictions

Wizard workflow and user confidence

Security

No data is stored locally and only available during session

Encourage use of incognito mode or private browsing

Protected by SSL and other web-security certificates

Access

Available from VLE (BlackBoard) and promoted via Career Services

Embedded with employability modules

Usability

Focus has been on a **personal development** tool

Embedded support and advice for students, with links back to Careers Service

Designed to be responsive and work across mobile and desktop devices

User behaviour: Identifying in advance risky content and deliberately not connecting these sites

Building a positive social media profile can help you get hired by potential future employers.

How confident are you that your online presence is setting you apart in the field? Try this tool now to find out.

1. Log in and connect your social media accounts
Follow our simple wizard which guide you through the process of connecting your social media accounts. Don't worry you can skip any you don't have!

2. Generate your result
Click the button and in moments your public social media posts, photos, videos and more will be presented to you in a clear and concise format, with quick tips from our careers department.

Demonstration

<https://amihired.lincoln.ac.uk>



Enter your details..



Connect to your social network
Facebook, Twitter, Instagram, YouTube, Blog Feed and LinkedIn

Impact?

Early days, with full promotion planned for 2018

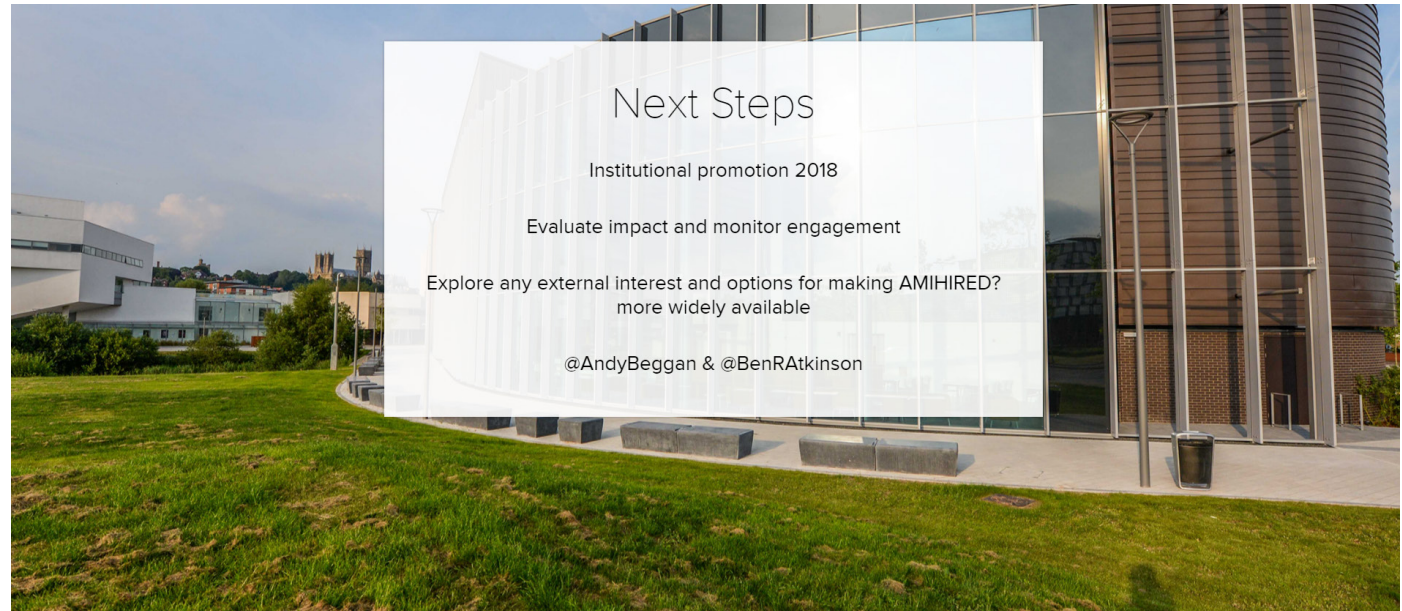
Successfully featured as part of several careers focused modules across the University

Over 500 accesses with 315 unique users to date

69% are completing the activity (clicking 'Go')

Twitter is the most connected social media account (97%), followed by Facebook (81%).

Connecting a blog is the most skipped.



Next Steps

Institutional promotion 2018

Evaluate impact and monitor engagement

Explore any external interest and options for making AMIHIRED? more widely available

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